Accepted Manuscript

Exploring the effect of user engagement in online brand communities: Evidence from Twitter

Noor Farizah Ibrahim, Xiaojun Wang, Humphrey Bourne

PII: S0747-5632(17)30154-1

DOI: 10.1016/j.chb.2017.03.005

Reference: CHB 4830

To appear in: Computers in Human Behavior

Received Date: 16 December 2016
Revised Date: 28 February 2017

Accepted Date: 1 March 2017

Please cite this article as: Ibrahim N.F., Wang X. & Bourne H., Exploring the effect of user engagement in online brand communities: Evidence from Twitter, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.03.005.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



Journal: Computers in Human Behaviour

Article Title:

Exploring the effect of user engagement in online brand communities: Evidence from Twitter

Author Details:

Author 1 Name: Noor Farizah Ibrahim

Department: School of Economics, Finance and Management

University/Institution: University of Bristol

Town/City: Bristol

Country: United Kingdom

Email:noorfarizah.ibrahim@bristol.ac.uk

Author 2 Name: Xiaojun Wang

Department: School of Economics, Finance and Management

University/Institution: University of Bristol

Town/City: Bristol

Country: United Kingdom

Email: xiaojun.wang@bristol.ac.uk

Author 3 Name: Humphrey Bourne

Department: School of Economics, Finance and Management

University/Institution: University of Bristol

Town/City: Bristol

Country: United Kingdom

Email: humphrey.bourne@bristol.ac.uk

Corresponding author: Noor Farizah Ibrahim

Corresponding Author's Email:

noorfarizah.ibrahim@bristol.ac.uk/noor.farizah@gmail.com

دريافت فورى ب

ISIArticles مرجع مقالات تخصصی ایران

- ✔ امكان دانلود نسخه تمام متن مقالات انگليسي
 - ✓ امكان دانلود نسخه ترجمه شده مقالات
 - ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
 - ✓ امكان دانلود رايگان ۲ صفحه اول هر مقاله
 - ✔ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
 - ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات